

IN THE CLAIMS

Please amend the claims as follows:

Claim 1-37 (Original).

Claim 38 (New): A sales activity management system, comprising:

an activity item information storage section which stores a plurality of activity item information sets representing a plurality of activity items included in sales activities for achieving business transactions, in association with a plurality of stages into which the plurality of activity items are classified based on degree of progress toward achieving the business transactions;

an evaluation information obtaining section which obtains evaluation information representing that the business transactions have progressed to any of the stages, and stores the evaluation information in said activity item information storage section;

a calculation section which obtains number of business transactions having attained a same stage, according to each group of transactions in which a same product is to be sold, based on a result of calculations successively done for two times;

a product demand quantity determining section which calculates a reduction rate of the numbers of business transactions which are obtained by said calculation section based on the calculations successively done for two times, and determines a demand quantity of the product based on the calculated reduction rate; and

a display section which retrieves the activity item information sets and the evaluation information from said activity item information storage section, and displays them,

wherein

said evaluation information obtaining section obtains data representing scheduled performance dates for performing activity items, and stores the data in said activity item information storage section in association with the activity item information sets,

said display section retrieves the data representing the scheduled performance dates from said activity item information storage section, and displays the data,

said evaluation information obtaining section obtains date information representing a present date, and generates data representing that performance of the activity items is delayed in a case where the date represented by the obtained date information is a date after the scheduled performance dates for performing the activity items, and

said evaluation information obtaining section obtains data representing performance dates on which the activity items represented by the activity item information sets are actually performed in accordance with an operation of an operator, and stores the data in said activity item information storage section in association with the activity item information sets.

Claim 39 (New): The sales activity management system according to claim 38, wherein said evaluation information obtaining section stores the evaluation information in said activity item information storage section, in a manner that the activity item information sets and the evaluation information are associated with each other, customer by customer.

Claim 40 (New): The sales activity management system according to claim 38, wherein in a case where said evaluation information obtaining section obtains the evaluation information regarding a second stage that is higher in the degree of progress of a business transaction than a first stage when said evaluation information obtaining section has not yet obtained the evaluation information regarding the first stage, said display section displays a

message for suggesting an operator to make a selection regarding how to handle the evaluation information regarding the first stage or second stage.

Claim 41 (New): The sales activity management system according to claim 38, wherein said evaluation information obtaining section generates data representing a scenario of an activity item performed for a customer, and stores the data in said activity item information storage section in association with the customer.

Claim 42 (New): The sales activity management system according to claim 38, wherein said display section displays the activity item information sets in a list in which the activity item information sets are arranged in an order of scheduled performance dates represented by the data associated with the activity item information sets.

Claim 43 (New): The sales activity management system according to claim 42, wherein said activity item information storage section stores the activity item information sets in association with customer information representing customers for which the activity items represented by the activity item information sets are to be performed, and when the customer information is pointed to when it is displayed in a list format, said display section retrieves the activity item information set associated with the customer information pointed to, from said activity item information storage section, and displays it.

Claim 44 (New): The sales activity management system according to claim 43, wherein said activity item information storage section stores the customer information including information for specifying a person in charge at each customer.

Claim 45 (New): The sales activity management system according to claim 43, wherein said evaluation information obtaining section obtains data representing a scenario of an activity item performed for a customer, and stores the data in said activity item information storage section in association with the customer information regarding the customer.

Claim 46 (New): The sales activity management system according to claim 45, wherein
said evaluation information obtaining section stores scenario deadline data representing a deadline date by which the data representing a scenario has to be stored in association with the customer information, in said activity item information storage section in association with the customer information, and

said evaluation information obtaining section obtains date information representing a present date, and generates data representing that the data representing a scenario has not yet been associated with the customer information, with which the scenario deadline data is associated, in a case where the date represented by the obtained date information is a date after the date represented by the scenario deadline data.

Claim 47 (New): The sales activity management system according to claim 42, wherein
said evaluation information obtaining section stores the evaluation information in said activity item information storage section in association with business transactions to be evaluated, and

when any of the business transactions is pointed to when they are displayed in a list format, said display section retrieves the evaluation information associated with the business transaction pointed to, from the evaluation information obtaining section, and displays it.

Claim 48 (New): The sales activity management system according to claim 40, wherein in a case where when said display section displays the message and a selection for leaving the evaluation information regarding the first stage un-obtained is made, said evaluation information obtaining section determines not to change the evaluation information regarding the first stage.

Claim 49 (New): The sales activity management system according to claim 40, wherein in a case where said display section displays the message and a selection for canceling the evaluation information regarding the second stage is made, said evaluation information obtaining section determines to invalidate the evaluation information regarding the second stage.

Claim 50 (New): A method for managing sales activities, comprising the steps of:
storing, in a database, a plurality of activity item information sets representing a plurality of activity items included in sales activities for achieving business transactions, in association with a plurality of stages into which the plurality of activity items are classified based on degree of progress toward achieving the business transactions;
obtaining evaluation information representing that the business transactions have progressed to any of the stages, and storing the evaluation information in said database;
retrieving the evaluation information from said database, and obtaining number of business transactions having attained a same stage, according to each group of transactions in

which a same product is to be sold, based on a result of calculations successively done for two times;

calculating a reduction rate of the numbers of business transactions which are obtained based on the calculations successively done for two times, and determining a demand quantity of the product based on the calculated reduction rate;

retrieving the activity item information sets and the evaluation information from said database and displaying them on a display device;

obtaining data representing scheduled performance date for performing the activity items represented by the activity item information sets, and storing the data in said database in association with the activity item information sets,

retrieving the data representing the scheduled performance dates from said database, and displaying the data on the display device;

obtaining data representing performance dates on which the activity items represented by the activity item information sets are actually performed in accordance with an operation of an operator, and storing the data in said database in association with the activity item information sets; and

obtaining date information representing a present date, and generating data representing that performance of the activity items is delayed in a case where the date represented by the obtained date information is a date after the scheduled performance dates for performing the activity items.

Claim 51 (New): A computer readable recording medium storing a program for controlling a computer to execute the steps of:

storing, in a database, a plurality of activity item information sets representing a plurality of activity items included in sales activities for achieving business transactions, in

association with a plurality of stages into which the plurality of activity items are classified based on degree of progress toward achieving the business transactions;

obtaining evaluation information representing that the business transactions have progressed to any of the stages, and storing the evaluation information in said database;

retrieving the evaluation information from said database, and obtaining number of business transactions having attained a same stage, according to each group of transactions in which a same product is to be sold, based on a result of calculations successively done for two times;

calculating a reduction rate of the numbers of business transactions which are obtained based on the calculations successively done for two times, and determining a demand quantity of the product based on the calculated reduction rate;

retrieving the activity item information sets and the evaluation information from said database and displaying them on a display device;

obtaining data representing scheduled performance dates for performing the activity items represented by the activity item information sets, and storing the data in said database in association with the activity item information sets,

retrieving the data representing the scheduled performance dates from said database, and displaying the data on the display device;

obtaining data representing performance dates on which the activity items represented by the activity item information sets are actually performed in accordance with an operation of an operator, and storing the data in said database in association with the activity item information sets; and

obtaining date information representing a present date, and generating data representing that performance of the activity items is delayed in a case where the date

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represented by the obtained date information is a date after the scheduled performance dates
for performing the activity items.